

***IN THE CLAIMS***

This listing of claims will replace all prior versions, and listings, of claims in the application:

1            1-15. (Cancelled)

1            16-32. (Cancelled)

1           33.     (New) A method for providing access to interactive features of electronic  
2     program guides (EPGs) from within promotional programming, comprising:  
3           receiving, from a headend, a transport stream comprising program listings in an  
4     electronic program guide merged with promotional programming for display in a video  
5     window at a subscriber, the promotional programming including audio, video and  
6     promotional metadata;  
7           storing the program listing along with the promotional programming including the  
8     promotional metadata at the subscriber;  
9           presenting the promotional programming in a display window;  
10          detecting a selection of the promotional programming by the subscriber;  
11          parsing the stored promotional metadata of the selected promotional programming;  
12          determining, from the parsing of the promotional metadata of the promotional  
13     programming, electronic program guide features and presentation options corresponding to  
14     the selected promotional programming;  
15          presenting the electronic program guide features according to the presentation options  
16     corresponding to the selected promotional programming;  
17          selecting a feature from the presented electronic program guide feature corresponding  
18     to the selected promotional programming for execution; and  
19          executing the selected feature corresponding to the selected promotional  
20     programming.

1           34.     (New) The method of claim 33, wherein the promotional metadata includes a  
2     plurality of data items, the data items including a promotion type, the promotion type  
3     including at least one of: a purchasable event or an interactive advertisement.

1           35.     (New) The method of claim 33, wherein the electronic program guide  
2 features includes a command option, displayed during presentation of the promotional  
3 programming, for storing the promotional programming on a user-defined storage device for  
4 future viewing.

1           36.     (New) The method of claim 33, wherein the electronic program guide  
2 features includes a command option for purchasing promoted content and an interface for  
3 collecting payment information, for the promoted content.

1           37.     (New) The method of claim 33, wherein the transport stream further  
2 comprises a plurality of promotional programming.

1           38.     (New) The method of claim 33, wherein the electronic program guide  
2 features includes a graphical control presenting the option of accessing a web site associated  
3 with the promotional programming.

1           39.     (New) The method of claim 33, wherein the executing the selected feature  
2 corresponding to the selected promotional programming comprises displaying a web page in  
3 a picture-in-picture (PIP) window.

1           40.     (New) The method of claim 33, wherein the promotional metadata includes a  
2 show date, a show time, and a tune action.

1           41.     (New) The method of claim 33, wherein the executing the selected feature  
2     corresponding to the selected promotional programming further comprises:  
3           setting a reminder, when the promotional programming is for an event that is not  
4     presently playing; and  
5           tuning to the promotional programming when the promotional programming is for an  
6     event that is presently playing.

1           42.     (New) The method of claim 33, wherein the executing the selected feature  
2     corresponding to the selected promotional programming further comprises setting a recording  
3     device when the promotional programming is for an event that is not presently playing.

1           43.     (New) The method of claim 33, wherein the selected feature further  
2     comprises a tune action, a reminder action, a web action, a pay-per-view purchase, a store  
3     action, and a record action.

1           44.     (New) A set top terminal for providing access to interactive features of  
2     electronic program guides (EPGs) from within promotional programming, comprising:  
3           a network interface to receive, from a headend, a transport stream comprising  
4     program listings in an electronic program guide merged with promotional programming for  
5     display in a video window at a subscriber, the promotional programming including audio,  
6     video and promotional metadata;  
7           a promotional metadata storage to store the program listing along with the  
8     promotional programming including the promotional metadata;  
9           a presentation component for presenting the promotional programming in a display  
10    window;  
11          a display interface for detecting a selection of the promotional programming by the  
12    subscriber;  
13          an operating system component for parsing the stored promotional metadata of the  
14    selected promotional programming and determining, from the parsing of the promotional  
15    metadata of the promotional programming, electronic program guide features and  
16    presentation options corresponding to the selected promotional programming;  
17          wherein the presentation component further presents the electronic program guide  
18    features according to the presentation options corresponding to the selected promotional  
19    programming and the operating system component detects selection of a feature from the  
20    presented electronic program guide feature corresponding to the selected promotional  
21    programming for execution and executes the selected feature corresponding to the selected  
22    promotional programming.

1           45.     (New) The set top terminal of claim 44, wherein the presentation includes a  
2 full screen of the promotional programming when the promotional programming is an  
3 interactive advertisement.

1           46.     (New) The set top terminal of claim 44, wherein the presentation includes the  
2 promotional programming within an electronic program guide (EPG) when the promotional  
3 programming is an interactive advertisement.

1           47.     (New) The set top terminal of claim 44, wherein promotional metadata  
2 includes a product identifier, an EPG action, a force tune channel identifier, timing  
3 information, a network, a price, a synopsis, and an advertisement identifier.

1           48.     (New) The set top terminal of claim 44, wherein the selected feature further  
2 comprises a tune action, a reminder action, a web action, a pay-per-view purchase, a store  
3 action, and a record action.